

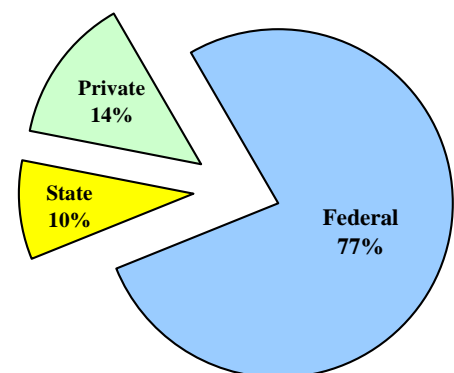


MILLARD COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	13,127	13,171	13,230	0.4%	18
Total Non-Ag Employment	3,824	3,854	3,922	1.8%	20
Non-Ag Avg Monthly Wage	\$2,451	\$2,455	\$2,557	4.2%	12
Per Capita Income	\$21,382	\$23,282	\$23,977	3.0%	18
Unemployment Rate	5.2%	4.0%	2.9%	-27.5%	21
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$24.5	\$24.0	\$24.5	2.1%	21
Travel & Tourism Related Employment	484	456	467	2.4%	21
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$821.3	\$812.1	\$833.7	2.7%	21
Transient Room Tax	\$82.2	\$86.6	\$101.2	16.9%	21
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$135.4	\$137.5	\$152.4	10.8%	19
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	551,910	550,253	513,702	-6.6%	
Palisade S.P.	151,111	125,017	211,646	69.3%	
Yuba S.P.	92,149	138,233	122,964	-11.0%	
Fremont Indian S.P.	82,584	66,235	64,116	-3.2%	
Territorial Statehouse S.P.	38,109	34,894	46,794	34.1%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	4,251,149	100.0%
Federal Government	3,375,203	79.4%
BLM	3,007,407	70.7%
US Forest Service	367,796	8.7%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	405,458	9.5%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	27,135	0.6%
State Trust Lands	378,323	8.9%
Other ••	--	--
American Indian	1,157	0.0%
Private*	590,584	13.9%

Land Ownership - 2006



• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Millard County Tourism Profile

